Government of Yukon

Yukon Government NEWS release

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Youth Deliver Message To Students at Campaign Launch

WHITEHORSE – Yukon youth ambassadors delivered an important message to younger students at the launch of a public education campaign today at Selkirk Elementary School. The message is simple: find the things you love to do and be yourself instead of drinking alcohol.

The Youth Directorate and a cross-department steering committee developed the Stop Pushing campaign, which targets youth between the ages of 10 and 14. An important component of the campaign was youth involvement and input through focus groups and workshops.

"Our goal is to inform parents and youth about the harmful effects of drinking at an early age," Dennis Fentie, minister responsible for the Youth Directorate, said. "Delaying the age of drinking is a wise decision for young Yukoners as statistics show the earlier they start drinking, the greater the chance of addiction."

The Stop Pushing campaign is one of 30 initiatives rolling out of the Yukon Substance Abuse Action Plan. It offers ideas and alternatives to youth to help them develop their own individual identities without resorting to alcohol. The campaign also aims to educate parents and encourages them to talk to their children about waiting to take their first drink of alcohol.

"The Yukon government recognizes the need to combat the early stages of alcohol consumption and encourages healthy communities, by working to reduce the possibility of addictions," Justice Minister Marian C. Horne said. Horne attended the launch on behalf of the minister responsible for the Youth Directorate.

Partnering with Education, Health and Social Services, Justice, the Women's Directorate and the Yukon Liquor Corporation, the Youth Directorate took a social

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marketing approach with the Stop Pushing campaign, hoping to change youth behavior and educate both parents and youth.

For more information about drinking, addictions, and prevention, phone Prevention Services at Alcohol and Drug Services: 667-8318, toll-free 1-800-661-0408 extension 8318.

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Justice Minister Marian C. Horne, on behalf of the minister responsible for the Youth Directorate, joined youth ambassadors at the launch of the Stop Pushing campaign at Selkirk Elementary School.